

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Applicant: Pizaris-Henderson et al.	
App. No.: 10/724,546	Con. No.: 1864
Filed: November 26, 2003	Art Unit: 3622
Title: SYSTEM AND METHOD FOR PAY FOR PERFORMANCE ADVERTISING HAVING BIDDABLE ADVERTISING UNITS UTILIZING ROTATING ROUTING TO ADVERTISER WEBSITES	Examiner: Carlson, Jeffrey D.

AMENDMENT AND RESPONSE TO OFFICE ACTION

MAIL STOP AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office action dated June 24, 2008, please consider the following remarks and amend the above-identified application as follows:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.